

Certification Examination Regulations and Course Description

This Certification Examination Regulations of the Steinbeis+Academy applies to the following course on the basis of the valid Framework for the Implementation of Certificate Courses (RZLG) in the current version.

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|---|---|---------------------------------------|--------------------------------|------------------------------------|------------|
| Course title | Sustainable Business Management | | | | |
| Fields of competences | Management | Personality Development | Education Management | Healthcare | Technology |
| | X | | | | |
| Place(s) of implementation | Berlin | Munich | Online | | |
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| Graduation | Diploma of Advanced Studies (DAS) | Certificate of Advanced Studies (CAS) | Diploma of Basic Studies (DBS) | Certificate of Basic Studies (CBS) | |
| | X | (X) | | | |
| | The three components of the DAS can be studied separately and awarded a CAS if passed successfully | | | | |
| Qualification aim | Participants will gain an in-depth understanding of various sustainability issues, develop strategic and operational concepts to in order to implement sustainable measures in their organizations. | | | | |
| RZLG-Supplementary admission requirement | None | | | | |
| Teaching method | Classroom | Classroom/ Online | Online | | |
| | | X | | | |
| Language | English | | | | |

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|--------------------------|--------------|--------------|-----------------|---------------|
| Workload in hours | Total | Seminar time | Self-study time | Transfer time |
| | 450 | 6 | 324 | 120 |

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|--|-----------------|-----------------------------------|----------|---------------------|---------------------------|
| Type of performance records (LNW) | Examination (K) | Presentation/oral examination (P) | Case (C) | Transfer paper (TA) | Project study paper (PSA) |
| | | | | X | |

Contents

| Modules | Key topics | Seminar time/h |
|-------------------------------------|--|-----------------------|
| Sustainable Entrepreneurship | <p>In the sustainability discussion, there is widespread agreement that the search for innovative (technological) solutions and the economic use of these solutions are essential contributions to overcoming ecological and social sustainability challenges. In this module, students gain a sound understanding of the relevance of innovation and entrepreneurship for sustainability development. Students will also engage with the strategic and operational concepts discussed in the context of innovation & entrepreneurship to promote sustainability.</p> <p>An essential aspect for the implementation of sustainable solutions is the demonstration of the economic market advantages that can be realized through these approaches. Using specific examples, students learn why the consistent implementation of sustainable concepts offers strategic market advantages. Also, in this module, students work on how modern strategic development approaches can be used to develop and implement sustainable concepts.</p> | 2 |

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| | <p>The transformation of complex modern market economies to sustainable economic systems requires a broad spectrum of entrepreneurial solutions for products, processes and business concepts. Students learn how a sustainable reformulation of established products, processes and business models is possible and which success models from practice can be used as orientation aids.</p> <p>Finally, sustainable entrepreneurship has to examine, besides sufficient profitability (for reinvestment capability), which sustainable business model (Triple Bottom Line; Triple Top Line; Crad-le-to-Cradle, Ecological Footprint etc.) can be used to achieve the goal of "Zero emission and zero waste". The students should be able to penetrate the different approaches to the extent that they can make knowledge-based business decisions.</p> | |
| <p>Sustainable Growth Strategies</p> | <p>The management of a sustainable transformation of the economy must answer the question of how, in the face of a rapidly growing world population and a simultaneous scarcity of resources, economic growth can be generated for the benefit of people and their livelihoods. The students deal with this basic question and learn which approaches could resolve the contradictions in the developments.</p> <p>Guided by the basic question outlined above, the students deal with quantitative and qualitative growth concepts. One focus is the analytical penetration of why a paradigm shift to a new definition of qualitative growth is necessary and how this paradigm shift can be translated into business growth concepts.</p> <p>The shift to a qualitative growth concept and corresponding business concepts also leads to development claims in productivity (focus on quality) and the profitability concept (including shareholder value vs. reinvestment in innovation process). The module enables and requires students to penetrate all basic business issues.</p> | <p>2</p> |

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| | <p>Finally, the sustainable growth concept must be reflected in the entire corporate structure. Strategy, process, development, employee management and cooperation models must be rethought in order to arrive at an efficient and effective implementation of the sustainable business concept.</p> | |
| <p>Sustainable Finance and Risk</p> | <p>As in many areas of life, sustainability has become an important criterion both in corporate finance and, for example, in private investment and, not least, in the risk management of companies and banks. In addition to the general increase in awareness of sustainability among many market participants in recent years, politicians and banking supervision have also turned their attention to this issue. In this respect, there is not only a substantive but also a compelling regulatory necessity for companies in all sectors to deal intensively with sustainability.</p> <p>Under these general conditions, the students first deal with the classification of sustainability in financial issues. The consequences of political influence are clarified and discussed in order to make clear that the topic is not only relevant for banks, but far beyond. The importance of sustainable management for the profitability of a company and its integration into the corporate target system must also be addressed. Ultimately, corporate risk management must be consistently expanded to include the category of sustainability risk. In particular, the interactions between regulatory requirements and the consequences for companies must be analyzed and discussed.</p> <p>In addition to the corporate perspective, sustainability is also relevant insofar as capital providers and investors will in future pay increasing attention to whether companies meet certain sustainability criteria when making their investment decisions. The perspective of institutional and private investors must therefore also be taken into account when dealing with sustainable finance.</p> | <p>2</p> |